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# NORTH RICHMOND DESIGN GUIDELINES



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## PURPOSE

To provide clear and concise standards, policies and a range of options for development in the North Richmond Redevelopment Project Area and to accomplish the following:

1. Bring community wishes and goals into the planning process;
2. Expedite project plan approvals;
3. Illustrate design options and guidelines for ease of understanding;
4. Establish design and landscaping principles to enhance the area's sense of neighborhood.

## FUNCTION

The Design Guidelines are supplemental to the North Richmond P-1 Zoning document and will be used to assess all development subject to the County's Community Development Department review.

*Properties generally located north of Parr Boulevard are also subject to the North Richmond Shoreline Specific Plan. However, the major design standards for that document have also been incorporated into these design guidelines. In the event of any discrepancies between the two documents, the most stringent standards shall apply.*

## RESIDENTIAL DESIGN GUIDELINES

North Richmond is an older neighborhood made up largely of small single family homes sited on modest sized lots. The homes have the following characteristics:

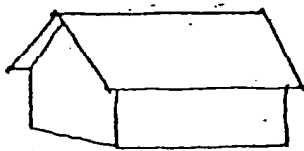
- Roofs are pitched with gable ends or hipped in form. They are covered with composite shingles.
- Entries generally face the street and are covered by roof projections or porches attached to the front facade.
- Windows on older homes are more often than not vertical in shape and sometimes grouped into pairs on major living room frontages. They are set back from the face of the wall and surrounded by wood trim.
- Building facing materials are wood siding or stucco.
- Yards are defined by a variety of fencing materials.
- Front yards are covered with grass.
- Many of the older homes have mature trees and flowering shrubs or plants in the front yards.
- First floor levels are one to six steps above grade.

The goal of these design guidelines is to reinforce these positive visual qualities of the neighborhood, encourage new infill development which is sympathetic to nearby homes and assist new multifamily residential projects in relating to the small scale of the neighborhood as a whole.

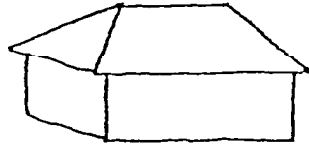
### A. GUIDELINES APPLYING TO ALL RESIDENTIAL PROJECTS

1. Use pitched roof forms.

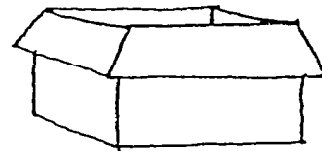
- ☐ Roofs may be gable form or hipped form (Figure 1).



Gable



Hipped



Mansard

Figure 1

- ☐ Avoid mansard roofs.

- ☐ Slopes should have a minimum vertical rise of 5 inches for every 12 inches of run (Figure 2).

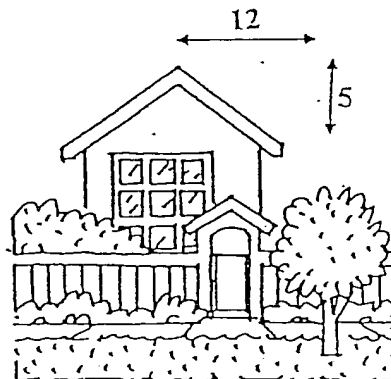


Figure 2

- ☐ *Cover roofs with composite shingles.*
- ☐ *Repeat gable roof forms over home entries and garages (Figure 3).*

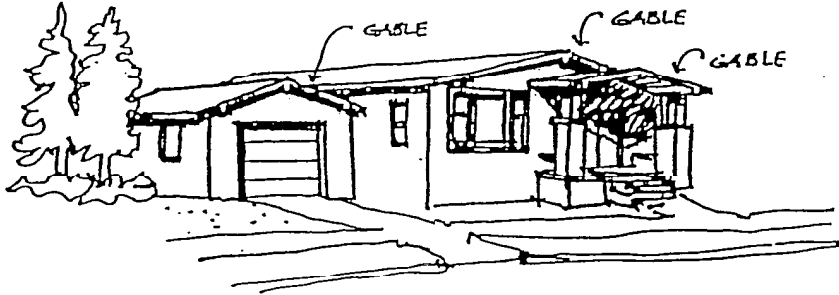
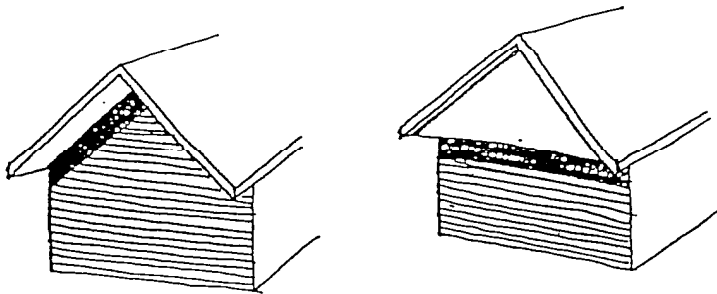


Figure 3

- ☐ *Provide at least 18 inch overhangs at side walls and at least 12 inches at gable ends.*
- ☐ *Do not enclose gable ends (Figure 4).*



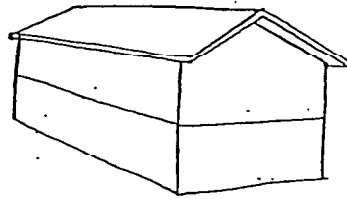
Do This

Not This

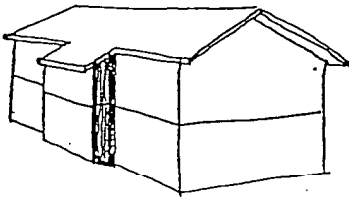
Figure 4

**2. Provide visual interest along street frontages.**

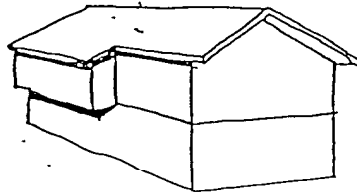
- *Utilize visual variety along street fronts. Avoid units which are exact copies of their neighbors. However, avoid arbitrary or frequent changes in materials or colors.*
- *Incorporate windows facing the street on all levels of the building facades to provide "eyes on the street".*
- *Avoid long, uninterrupted walls along street frontages. Visual variety and relief can be accomplished by one or more of the following elements (Figure 5):*
  - ☐ *Horizontal offsets (e.g., stagger front setbacks).*
  - ☐ *Vertical offsets.*
  - ☐ *Bay Windows.*
  - ☐ *Balconies.*
  - ☐ *Fireplace Chimneys.*



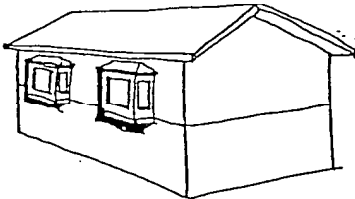
**Avoid This With**



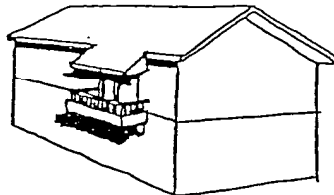
**Horizontal Offsets**



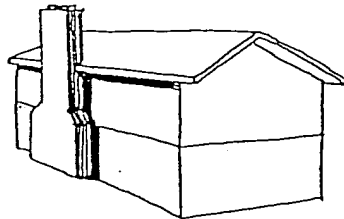
**Vertical Offsets**



**Bay Windows**



**Balconies**



**Chimneys**

**Figure 5**

- ☐ *Step second floors back from the first floor line at home fronts and at side yards on corner lots (Figure 6).*

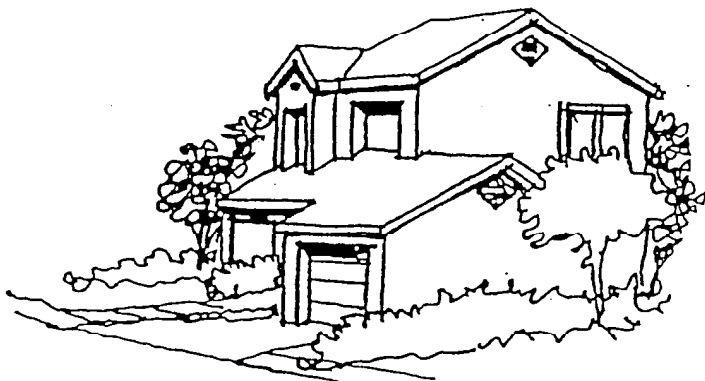


Figure 6

- *For multiple units in one project:*
  - ☐ *Vary the trim colors for adjacent homes.*
  - ☐ *Vary the roof and/or porch roof form.*
  - ☐ *Vary the floor plan to provide different front elevations.*
  - ☐ *Vary the lot widths.*
  - ☐ *Vary the location and orientation of garages.*
- 3. **Orient homes to the frontage street and emphasize home entries.**
  - ☐ *Provide roof overhangs, porches or projecting gables over entries to emphasize them and provide weather protection (Figure 7).*



Figure 7

- ☐ *Use square, round or varied profile columns at entry overhangs. Do not use metal columns.*
- ☐ *Include a window in or adjacent to the entry door to increase security and to provide the entry with a friendly feeling.*
- ☐ *Provide windows at all living levels for facades with street frontages.*
- ☐ *Provide sidewalks from house entries to the front sidewalk. Avoid using the driveway as a sidewalk.*
- ☐ *Provide private usable open space adjacent to the front entry of each residence (e.g., porch).*

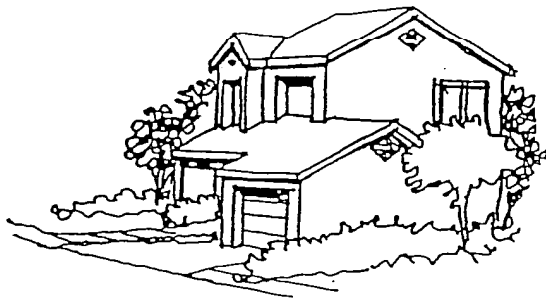
**4. Provide adequate parking but minimize the visual impact of garages.**

- ☐ Include a minimum of a one car garage and the ability of parking one additional car in the driveway per unit. For 4 bedroom units, provide two car garage. Set garage doors back from the property line a minimum of 20 feet. Larger setbacks are encouraged.
- In addition to the above parking requirement, each project must include two of the following:*
  - ☐ An additional enclosed parking space;
  - ☐ Front setback landscaping and irrigation in accordance with the Water Conservation Landscaping requirements of Chapter 82-26 of the County Code and with guideline A.9 below;
- or*
- ☐ Rear yard solid fencing.
- ☐ Placement of garages behind the front facade line is encouraged (Figure 8).

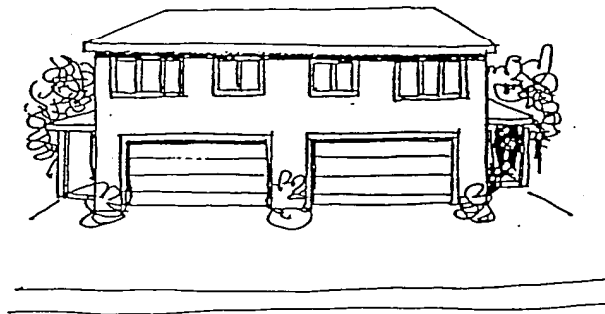


Figure 8

- ☐ Limit the appearance of garages to one story in height whenever possible (Figure 9).



Do This



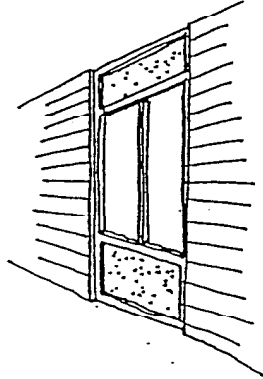
Not This

Figure 9

- ☐ Recess garage doors a minimum of 12 inches from the wall face.
- ☐ Garage doors with wood trim matching that on the home is preferred.
- ☐ Paint and/or finish garage doors to blend with the house. Avoid stained wood doors on painted houses. Do not paint trim on or around garage doors with bright colors or ones which have a strong contrast to the home's base color.

5. Relate building materials, doors and windows to those in the surrounding neighborhood.

- ☐ Use wood siding or stucco for walls. Textured plywood is prohibited.
- ☐ Provide window shapes and proportions which are similar to those on homes along the same street frontage.
- ☐ Apply wood trim around all window and door openings to match those in the neighborhood. Paint trim. Do not stain the wood unless the adjacent walls are stained.
- ☐ Do not combine window in a trimmed space with other materials (Figure 10).



**Don't Do This**

Figure 10

- ☐ Recess windows from the face of the wall. Do not use flush installations.
  - ☐ Bay windows are encouraged.
  - ☐ If security bars over windows and doors are used, they should be painted to harmonize with the house colors.
6. Site structures with regard to adjacent houses.
- ☐ Provide front setbacks which average those of all homes along the street frontages within 100 feet of the project's property lines or equal to the average of the two adjacent residences. In no case shall front setbacks be less than 10 feet.
  - ☐ Minimize cast shadows on the windows of adjacent homes' major living spaces.
  - ☐ Provide street address numbers which are easily readable from the frontage street.
7. Provide a complete architectural design.
- ☐ Carry design treatments and materials around to all building elevations. Do not create homes which appear to have false fronts.
  - ☐ Design any ancillary structures to be reflective of the design and materials of the main residence(s).

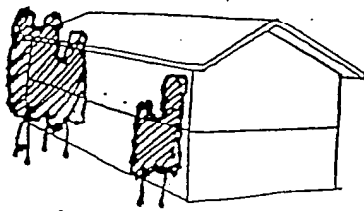


8. Screen all utilitarian elements from public view.

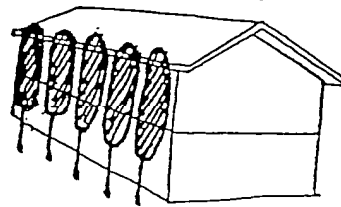
- ☐ Restrict all antennae to attic spaces or the interior of the residences.
- ☐ Screen all heating, ventilating and air conditioning equipment from public street view and from adjacent residences.
- ☐ Screen all other utilitarian elements (e.g., electrical meters, transformers, etc.) from view.

9. Provide landscaping to soften the appearance of homes and enrich the streetscape.

- ☐ Plant street trees along the street frontage at a minimum of 30 feet on center (See Appendix A for recommended species).
- ☐ Provide grass within front setback areas.
- ☐ Comply with the landscaping requirements of Chapter 82-26 of the County Code.
- ☐ Plant at least one tree per residence along with shrubs in front setback areas. Concentrate landscaping at entries. (See Appendix A for suggested plant materials).
- ☐ Use at least some plant materials to provide seasonal color.
- ☐ Plant trees or tall shrubs in locations where privacy between homes might be compromised.
- ☐ Use trees and shrubs in groupings rather than in static rows (Figure 11).



Do This



Not This

Figure 11

- ☐ Do not place hardscape paving in the front setback area for vehicle parking other than the driveway.

**10. Design fences and walls to complement the appearance of the homes.**

- ☐ Chain link and other metal fencing is prohibited.
- ☐ Open picket fences or open weave wood fences are preferred fencing forms for those visible from adjacent streets (Figure 12).



Figure 12

- ☐ Fences within front setback areas are not encouraged. If used, they should not exceed 36 inches in height.
- ☐ Fences along side property lines within the front setback area are not encouraged. If they are used, they should match the design and material of the front fencing.
- ☐ Solid fencing in side and rear yard areas should be design with posts separating the fence into smaller segments (Figure 13). The fence should be attractive in appearance on both sides.

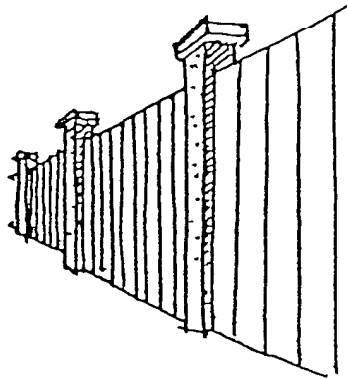


Figure 13

**11. Use colors which harmonize with the neighborhood.**

- ☐ Use whites, beige and other light shades (e.g., blue) as base colors for structures. Avoid bright colors.
- ☐ Paint roof gable ends, roof fascias, window trim and other special small decorative elements white or a contrasting color to the homes lighter base color. Avoid large areas of bright or contrasting color.
- ☐ Paint gutters and downspouts white, a color to match other trim or the same color as the homes base color.

## B. SPECIAL MULTI-FAMILY RESIDENTIAL GUIDELINES

### 1. Limit the size of buildings and design attached dwellings to look like separate homes.

- ☐ Limit attached home groupings to a maximum length of 150 feet or 6 units whichever is smaller.
- ☐ Provide each unit with its own identity and entry wherever possible. When not possible, provide entries to serve no more than 4 dwelling units. Methods of providing a separate identity include the following (Figure 14):
  - ☐ Stagger Setbacks.
  - ☐ Horizontal wall plane changes.
  - ☐ Vertical wall plane separations.
  - ☐ Bay windows.
  - ☐ Roof variations.
  - ☐ Entry changes.
  - ☐ Varied unit plans.



Figure 14

### 2. Relate buildings to the neighborhood.

- ☐ Orient entries to the frontage street.
- ☐ Break street facades into sizes which are similar to those of the single family homes in the neighborhood (Figure 15).

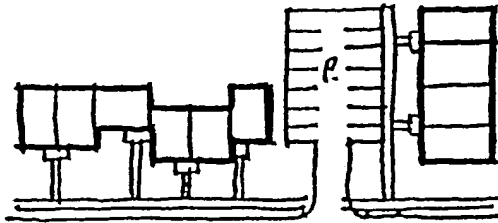


Figure 15

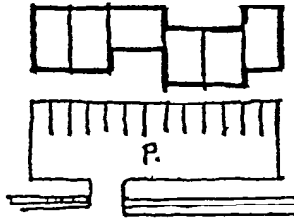
- ☐ Use a combination of one and two story building forms.
- ☐ Provide windows facing the street on all levels of street fronting facades.
- ☐ Townhouse units with interior stairs are the preferred multi-family development type. If flats are developed, all stairs should be enclosed within the building envelope.
- ☐ Avoid the use of parking, and/or solid walls along frontage streets.

**3. Locate parking areas for resident convenience but minimize their visual appearance.**

- ☐ *Separate pedestrian circulation paths from vehicular circulation.*
- ☐ *Locate parking areas where they will be visible from the units which they serve.*
- ☐ *Do not locate parking lots between structures and primary street frontages (Figure 16).*



**Do This Whenever Possible**



**Rather Than This**

Figure 16

- ☐ *Breaking parking areas into smaller lots separated by buildings and/or landscaping is preferred.*
- ☐ *Provide no more than 10 parking spaces immediately adjacent to each other. After 10 spaces or less, provide a landscaped separation.*
- ☐ *Garages and/or carports should be constructed to relate to the materials and design of the residential structures.*

**4. Provide open spaces which are usable by residents.**

- ☐ *Locate open spaces where they have good sunlight exposure.*
- ☐ *Provide structural or landscape protection from the wind.*
- ☐ *Locate conveniently to the majority of the units.*
- ☐ *Site open spaces and children's play areas where they can be observed by several units.*
- ☐ *Provide each unit with private open space in the form of enclosed patio areas or balconies.*

5. Use landscaping to unify the function and appearance of larger sites.
- ☐ All areas not covered by structures, drives, parking or hardscape should be landscaped with living plant materials and provided with an automatic irrigation system.
  - ☐ Use trees and shrubs to soften the appearance of parking areas and provide shade.
  - ☐ Plant trees and shrubs in groupings rather than rows.
  - ☐ Use landscaping to emphasize entries.
  - ☐ Provide special landscaping at project entries from adjacent streets to call attention to their location.
  - ☐ Develop a continuous pedestrian pathway system with lighting, landscaping and areas to sit linking units together and linking parking areas to units.
  - ☐ In addition to shrubs and ground cover, plant some taller trees that will be at least two thirds the building height at maturity (See Appendix A for recommended tree types).
  - ☐ Use landscaping to provide transitions in scale where larger buildings are near smaller ones (Figure 17).

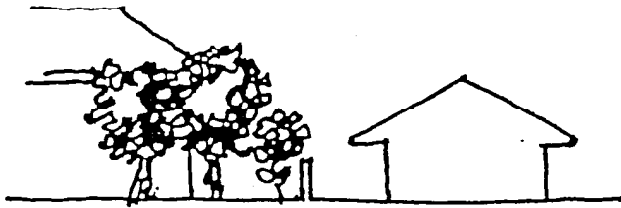


Figure 17

6. Shield trash areas from public view.
- ☐ Trash areas should not be located in front of buildings unless no other reasonable location is possible.
  - ☐ Fully enclose trash areas with 6 foot high solid walls and a solid gate. Wall materials should relate to those of the residential structures.
  - ☐ Soften the appearance of trash enclosures with landscaping on all visible sides whenever possible.

7. Provide signage which is compatible with the nearby single family residential neighborhood.

- ☐ Where a suitable vertical building wall is available near the main project entry, provide signage on that wall with individual metal letters attached to the surface or by means of a professionally designed and fabricated board sign attached to the wall surface (Figure 18).

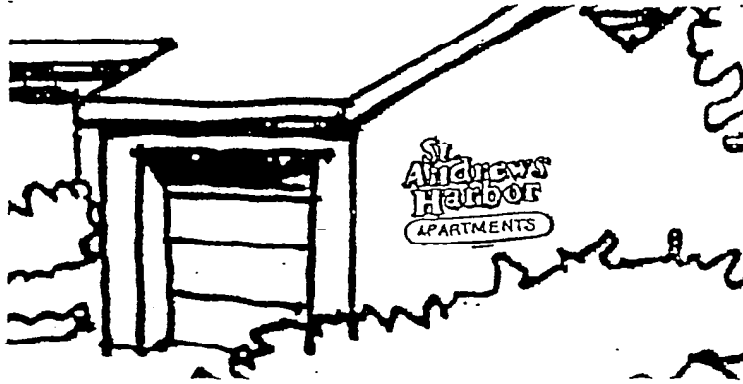


Figure 18

- ☐ Where a suitable wall is not available, construct a low monument sign at the project entry (Figure 19). Limit the height of the sign to a maximum of 4 feet. Set back from the property line at least 5 feet.
- ☐ Signs are limited to the project name and address number only.

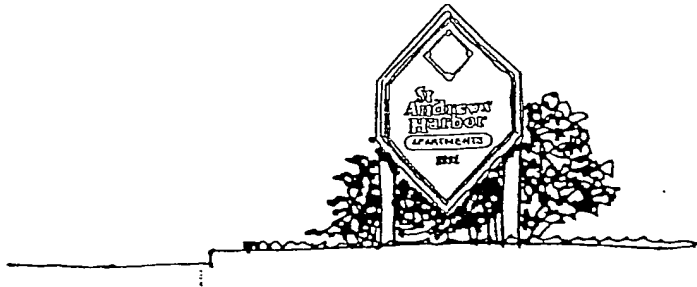


Figure 19

## INDUSTRIAL DESIGN GUIDELINES

Existing development within the North Richmond industrial areas consists mostly of low intensity uses such as nurseries and a few newer standard intensity industrial facilities. However, in time the underutilized properties will gradually be converted to a mixture of industrial and industrial/office facilities constructed to normal Bay Area densities and standards. The North Richmond Planned District provides for four industrial land use categories:

- Light Industry
- Special-Light Industry
- Heavy Industry
- Special-Heavy Industry

The goal of these industrial design guidelines is to provide some direction and visual cohesion to new development within the area, to establish a positive image for the area as a desirable industrial site, and to protect property owner investments in the area by discouraging lower quality development.

The guidelines incorporate and add to the *Conditions for Development and Use of Property in the North Richmond Area* contained within the Planned District adopted by the Board of Supervisors on December 13, 1994. In addition, the Special-Light and Special-Heavy Industrial properties located north of Parr Boulevard are covered by the provisions and guidelines contained within the North Richmond Shoreline Specific Plan. Should any conflicts occur between the provisions of those two documents and those within these design guidelines, the more stringent of the provisions shall apply.

### A. SITE PLAN

1. All development shall be consistent with the lot size, density and setback standards contained within the North Richmond Planned District (See Appendix B).
2. Design site access which is related to both internal uses and other adjacent properties.
  - ☐ Align parking and service entries across from each other along public streets whenever possible (Figure 20).

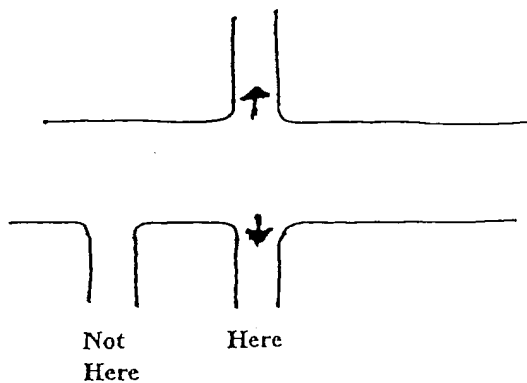


Figure 20

- ❑ *Relate the main project entry drive to the office portion of the project so that visitors may easily find their destination.*
- ❑ *Consult with County Public Works staff regarding minimum driveway separation distances, driveway widths, and curb radii.*
- ❑ *Provide, whenever possible, shared driveways serving two adjacent properties. Locate landscaping along the common property line and at the end of any shared parking area to provide visual interest at the entry (Figure 21).*

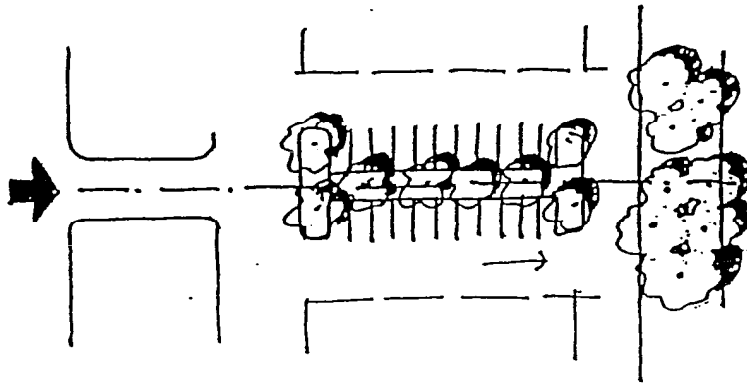


Figure 21



**3. Locate buildings and accessory structures to shield utilitarian areas and enhance the visual appearance of the development.**

- ☐ Minimize parking lot and service areas coverage as much as possible. Provide landscaping wherever paving is not absolutely necessary.
- ☐ Vary building and parking area setbacks to add visual interest to street frontages (Figure 22). If facade variation is not feasible, use substantial landscape elements to break up the visual mass of the building facade.



**Do This Whenever Possible**



**Rather Than This**

Figure 22

- ☐ Place buildings to screen views of loading, service and storage areas.
- ☐ Place service and storage areas at the rear and sides of buildings, away from public street frontages.
- ☐ Set larger and taller buildings back from adjacent streets further than the minimum standards summarized in Appendix B.
- ☐ Do not locate storage tanks or processing equipment between any street and the project buildings.
- ☐ Do not locate loading spaces, storage areas, dumpsters, or other trash areas facing public rights-of-way. If no other location is possible, set the area back a minimum of 60 feet from the front setback line and screen with a solid wall of 6 feet minimum height or a height which is 2/3 of the height of the objects (e.g., loading doors) being screened, whichever is the higher (Figure 23). In cases where functional building and site requirements do not allow 60 foot setbacks, consult with County staff regarding appropriate visual mitigation measures (e.g., landscaping).

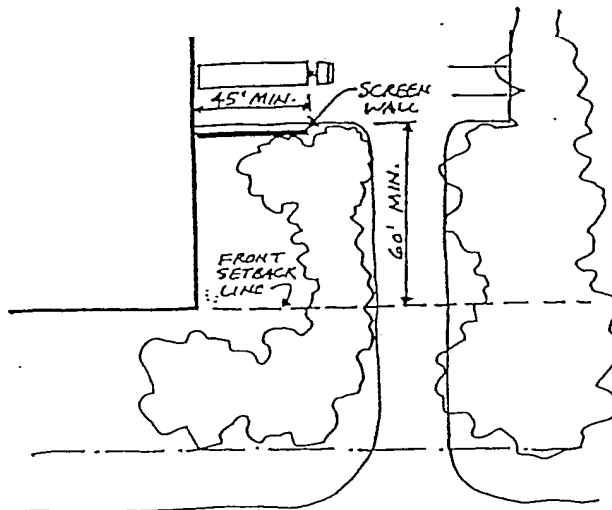


Figure 23

- Locate all storage areas to the rear 2/3 of the property. Screen from public view with walls, fencing and landscaping.

4. **Organize site circulation to avoid functional conflicts.**

- ☐ *Separate vehicular and pedestrian circulation paths on the site.*
- ☐ *Provide clear and direct paths for visitors and employees to walk from their cars to building entries while minimizing the use of vehicular driveways as pedestrian paths (Figure 24).*

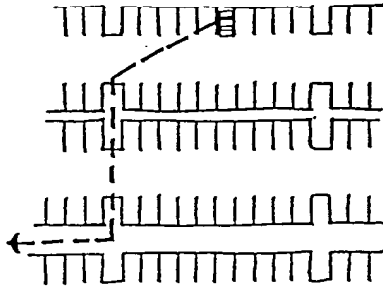


Figure 24

- ☐ *Multiple parking lots on a single property should be connected so that a vehicle is not required to use adjacent streets to travel from one lot to another.*
  - ☐ *Provide space on-site for the stacking of vehicles waiting to load and unload. Adjacent public streets should not be used for this purpose.*
  - ☐ *All truck maneuvering must be accommodated on-site. Adjacent streets shall not be used for this purpose.*
5. **Avoid parking and service areas which visually dominate the development.**

- ☐ *Separate large parking areas with buildings and/or landscaping.*
- ☐ *Break large parking areas into smaller parking courts separated by significant islands of landscaping (Figure 25).*

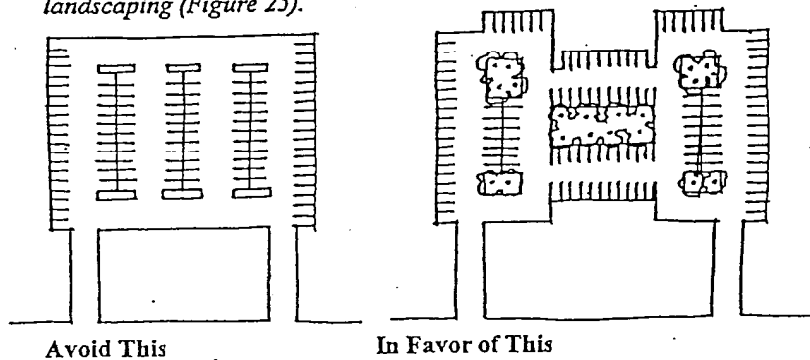


Figure 25

- ☐ *Limit parking areas in front of buildings to a maximum of two rows served by one driving aisle (Figure 26).*

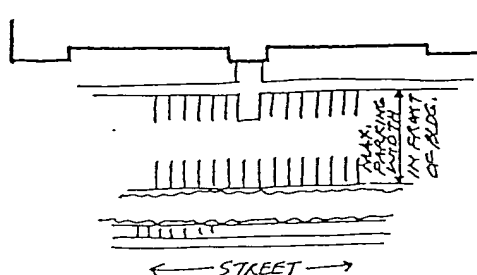


Figure 26

## B. ARCHITECTURAL TREATMENT

1. **Integrate the design of various functional elements of the project.**
  - ☐ *All buildings shall be designed by a licensed architect.*
  - ☐ *Provide design treatment on all faces of the building. Some means of accomplishing this goal are as follows:*
    - ☐ *Similar materials.*
    - ☐ *Variation in the location of wall planes.*
    - ☐ *Window treatments.*
    - ☐ *Horizontal banding of reveals (i.e., a small portion of wall surface recessed from the face of the main wall), wall textures and color.*
    - ☐ *Vertical ribbing or fluting texture.*
    - ☐ *Expressed columns.*
  - ☐ *Avoid placing great emphasis on the office portion of the project at the expense of the appearance of the rest of the project.*
  - ☐ *Design accessory buildings to complement the design of the main structure or structures.*
  
2. **Design building masses and facades which are simple in form and which have architectural articulation.**
  - ☐ *Provide variations in massing, form and texture on large buildings.*
  - ☐ *Avoid unbroken facades in excess of 150 feet in length on non-street frontages. Use wall plane offsets or other methods to add variety and interest to facades (Figure 27).*
  - ☐ *Entry recesses and projections are encouraged.*
  - ☐ *Provide diversity in building profiles such as towers and variations in parapet height to avoid boxy-looking structures. Building height limits (See Appendix B) may be exceeded, with approval by the County Zoning Administrator, for significant design features if they do not exceed 15% of the building footprint.*
  - ☐ *Avoid blank front and side wall elevations over 100 feet in length on street frontages. Treat with facade articulation or landscaping.*
  - ☐ *Emphasize building entries with projections, towers, recesses and/or special materials (Figure 28).*

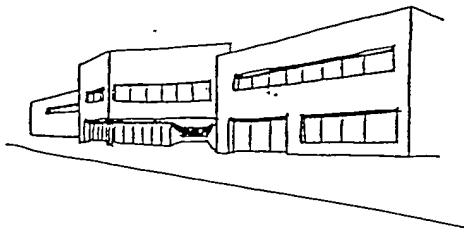


Figure 27

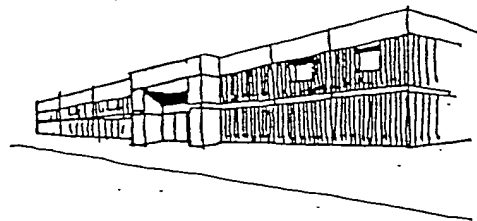


Figure 28

3. **Use quality building materials consistent with similar industrial buildings in the Bay Area.**
- ☐ Buildings should project an overall solid feeling. Buildings of predominantly glass are not acceptable. Individual facades should have no more than 50% of their area devoted to windows.
  - ☐ Use durable materials such as masonry and tilt-up concrete panel.
  - ☐ Avoid the following materials:
    - ☐ High maintenance materials such as wood or wood shingles.
    - ☐ Highly reflective glass.
    - ☐ Exposed concrete block unless split face block.
  - ☐ Metal siding is acceptable but must be high quality and treated with a factory-finished paint surface.
  - ☐ Prefabricated metal buildings are not allowed in the Special-Light and Special-Heavy Industrial Zones.
4. **Integrate building roofs with the design of the main structure.**
- ☐ Roofs may be flat if not visible from public streets or other public rights-of-way.
  - ☐ Any roofs visible from public rights-of-way should be covered with metal roofing having the following characteristics:
    - ☐ Standing seams (i.e., vertical projections at the joints between adjacent metal panels) to provide a scale and texture to the roof appearance.
    - ☐ Low reflectance value.
    - ☐ Factory-applied permanent color coating.
  - ☐ The use of internal roof drains is preferred.
  - ☐ Do not use partial mansard roofs. If mansard roof forms are used, they should extend back over the building form for a minimum distance of 20 feet and carry around all sides of the building (Figure 29).

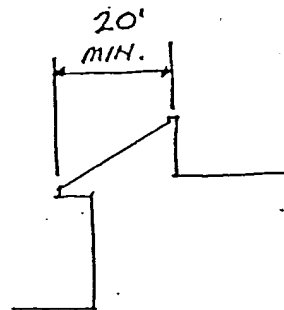
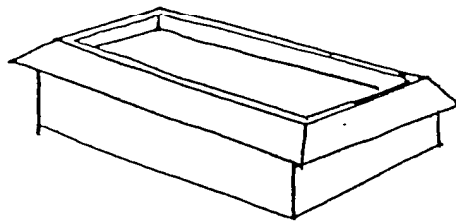


Figure 29

## C. LANDSCAPING

### 1. Design the landscape to complement the site structures and achieve specific objectives.

- ☐ Use landscaping to:
  - ☐ Unify the appearance of the site.
  - ☐ Emphasize site and building entries.
  - ☐ Define use areas.
  - ☐ Relate outdoor spaces to indoor areas.
  - ☐ Separate uses with substantially different visual appearances.
- ☐ Prepare a clear landscape design concept concurrent with the design of the buildings and exterior functional areas.
- ☐ Landscape all areas except those absolutely needed for functional purposes. Landscaping should not be used merely to fill in areas not needed for other uses.
- ☐ Landscape all setback areas adjacent to public streets.
  - ☐ Design as an extension of any existing or planned landscaping within the public right-of-way.
  - ☐ Provide a minimum of 1 tree for each 2,000 square feet of landscaped area in the setbacks.
- ☐ Provide buffer landscaping at shared property lines with other developments.
- ☐ Utilize a variety of plant materials to achieve variety and change:
  - ☐ Deciduous trees.
  - ☐ Colorful seasonal foliage or flowers.
  - ☐ Evergreen color.
  - ☐ Interesting shape and branching.
- ☐ Use trees and other landscaping to break up long wall surfaces. Tree height should be at least 3/4 the height of the wall at maturity. Plant trees in groupings rather than straight rows.
- ☐ Group landscaping by water usage characteristics.
- ☐ Provide landscaping around the entire base of the building wherever possible.
- ☐ Avoid blocking visual lines of sight at project vehicular entries. Design landscaping at entries to complement the design of any entry monument signs.
- ☐ Comply with the water conservation landscaping requirements of Chapter 82-26 of the County Code.

### 2. Provide a clear and coherent system of pedestrian walkways.

- ☐ Pedestrian walkways should have a minimum width of 5 feet.
- ☐ Separate pedestrian walkways from vehicular circulation.
- ☐ Where sidewalks at the street occur or are planned, provide a clear connection with the site's internal pedestrian system. Connect the site to any nearby bus stops.

3. Screen parking lots from public view with earth berms and low walls and provide shade within the lots.

- ☐ Where possible, provide larger landscape islands within parking lots and plant them with stands of trees rather than trees in a row (Figure 30).

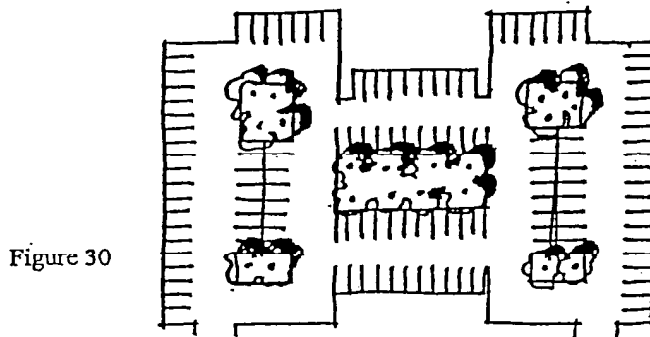


Figure 30

- ☐ Plant trees in islands between parking rows rather than only at the end of rows. Provide a minimum planting width of 4 feet (Figure 31).

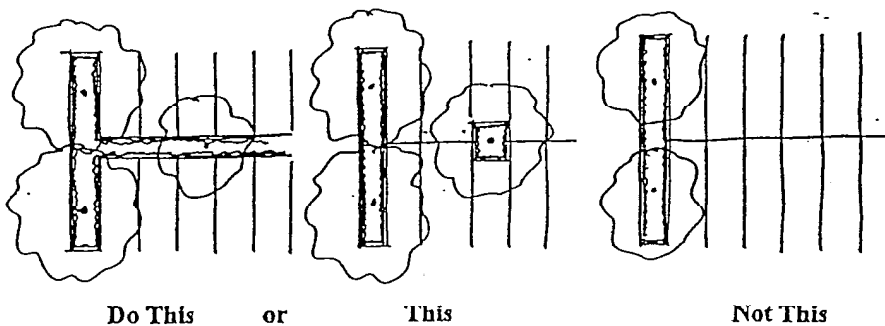


Figure 31

- ☐ Plant trees in parking lots according to the following standards:
- ☐ One tree for every 4 spaces between rows.
  - ☐ One tree for every 6 spaces at edges.
- ☐ Provide planting islands in parking bays at a maximum spacing of every 20 spaces. Islands to be at least one parking space in width. (Figure 32).

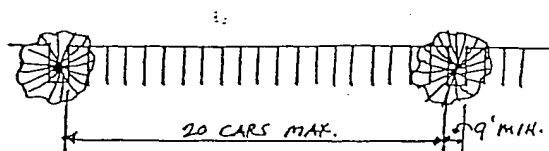


Figure 32

- ☐ Use canopy tree species in parking lots to insure that a minimum of 40% of the parking lots will be shaded at tree maturity.

4. Screen all loading, storage, service and other utility areas from public view and views from adjacent properties.

- ☐ Screen all street level views of truck parking and loading areas, whenever possible.
- ☐ Design walls to screen loading docks:
  - ☐ Use the same material as the walls of adjacent structures.
  - ☐ Construct to a minimum height of 6 feet unless otherwise required in these design guidelines.
- ☐ Screen all above ground, non-emergency utility cabinets and equipment.
- ☐ Chain link fencing is acceptable for outdoor storage and utility areas screening.
  - ☐ Do not use for loading area screening.
  - ☐ Chain link fencing must be vinyl coated or painted black or green.
  - ☐ Do not use barbed wire or similar materials on fencing.
- ☐ Paint or select equipment a color which will harmonize with the surrounding environment.
- ☐ Provide landscaping to soften all screen walls.
- ☐ For long screen walls, use pillars or short wall segments in the case of open fencing to break up the monotonous appearance of the wall.

5. Design lighting to complement the overall appearance of the development.

- ☐ Use lighting to emphasize building entries and landscape features.
- ☐ Provide security lighting which is adequate for surveillance, but avoid over lighting.
- ☐ Shield and confine light spread to the site.
- ☐ Keep light poles as low as possible.
  - ☐ Avoid overly tall poles.
  - ☐ Light standards should not be taller than the building.
- ☐ Provide attractive, low-profile poles and lights in parking lots.

6. General Requirements.

- ☐ Live plant materials are required in all landscaped areas. Gravel, rock, bark and other non-living materials as a sole means of landscaping is not acceptable.
- ☐ All plant materials shall meet the following standards:
  - ☐ Trees
    - minimum 15 gallon size or 6 feet tall with a trunk thickness of 1" at 5 feet above grade.
    - provide 20% of all trees in 24 inch box size or larger. Locate at site or building entrances or in other highly visible locations.
  - ☐ Shrubs
    - minimum 5 gallon size with a maximum 24 inch spacing.
  - ☐ Ground Cover
    - Use flats or 4 inch pots with a maximum spacing of 12 inches. A spacing of 24 inches on center may be used for 1 gallon can size.
- ☐ An automatic irrigation system is required for all landscaped areas.
- ☐ Protect landscaping from damage by vehicles. Methods include the following:
  - ☐ Curbs
  - ☐ Low walls
  - ☐ Elevation changes
- ☐ Plant trees located adjacent to paved areas and underground utilities to allow sufficient space for root growth.
- ☐ Limit earth berms to the following minimum height and maximum slopes:
  - ☐ 3 feet minimum height.
  - ☐ 3:1 maximum slope for shrub areas.
  - ☐ 2:1 maximum slope for ground cover.
- ☐ Seed all undeveloped building pads with perennial grasses.
- ☐ Use California native, drought-tolerant plants as much as possible.

## D. SIGNAGE

1. A comprehensive signage program is required as part of the building design approval. Design all signs to be compatible with each other and with the architecture of the development's buildings.
2. Use Building Wall signs or Monument Signs as the primary means of building and corporate signage.
  - ☐ One sign is allowed for each building frontage on a public street.
  - ☐ Two signs are allowed along frontages in excess of 500 feet in length.
  - ☐ Limit sign information to building, company name, or major tenant; a logo; and the building street address.
  - ☐ Wall signs should be individual letters mounted directly to the wall surface above or adjacent to the main building entry. Letters may be internally illuminated (Figure 33).

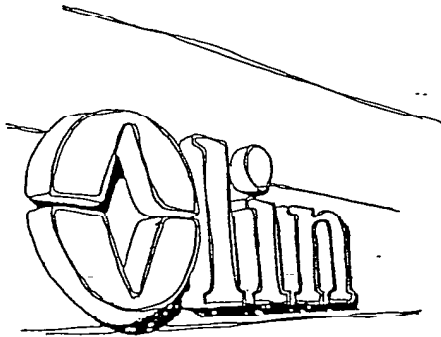
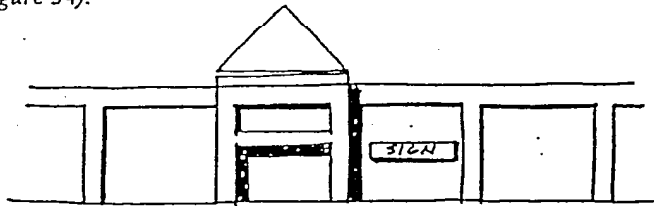
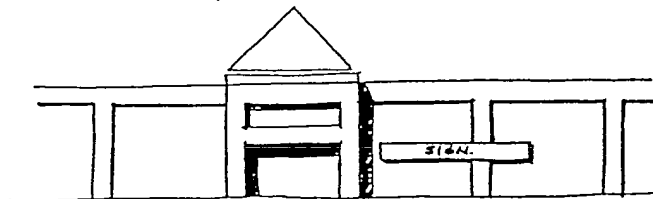


Figure 33

- ☐ Place wall signs within a signage area uninterrupted by doors, windows or architectural details (Figure 34).



Do This



Don't Do This

Figure 34



- ☐ Limit wall signs to an area of 1/2 square feet in area for each linear foot of building frontage. In no case should any single wall sign exceed a total area of 100 square feet.
- ☐ Limit letter height to a maximum of 36 inches.
- ☐ Limit the area of any monument sign to a maximum of 32 square feet.
- ☐ Any monument sign should be set back from the property line a minimum distance of 5 feet (Figure 35).
- ☐ Limit monument signs to a maximum height of 6 feet from grade.
- ☐ Monument signs may be double sided.

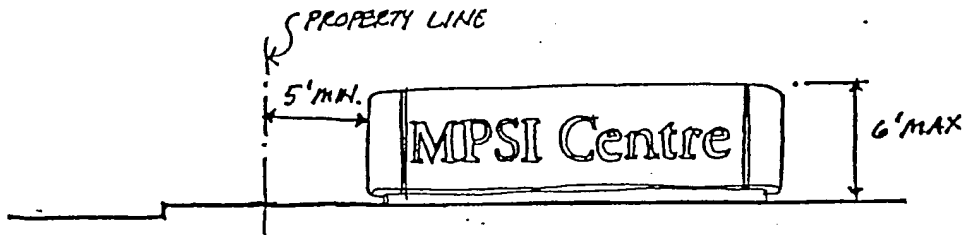


Figure 35

3. Place individual tenant signs on multi-tenanted buildings on the building face adjacent to entries.
- ☐ One sign may be located immediately above or adjacent to each individual tenant space.
  - ☐ Use individual letters mounted to the wall face. Individual letters may be internally illuminated.
  - ☐ Place signs parallel to and flush with the wall.
  - ☐ The total length of each sign should not exceed 75% of the frontage of the business (Figure 36).

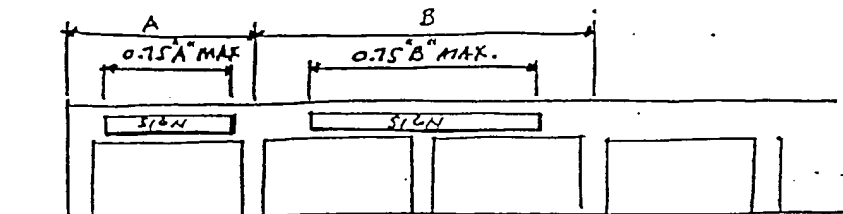


Figure 36

- ☐ Limit the maximum letter height to 75% of the surface on which they are mounted. In no case should letter height exceed 18 inches in height for capital letters. See guideline 5 below for general letter height standards.
- ☐ No single sign should exceed 50 square feet in area.
- ☐ Design all signs in a single "family" of signs to provide design continuity. One or more of the following methods are some of the ways to accomplish this:
  - ☐ Use the same type style for all signs.
  - ☐ Use the same letter size for all signs.
  - ☐ Use the same color for all signs.

4. **Use directional signage to improve access and on-site circulation.**

- ☐ Provide legible directional signage to identify location and types of vehicular entrances and exits, on-site directions to important areas (e.g., loading area, visitor parking, etc.).
- ☐ Signs may be illuminated by shielded exterior flood lights.
- ☐ Limit the size of each sign to a maximum of 6 square feet (Figure 37).

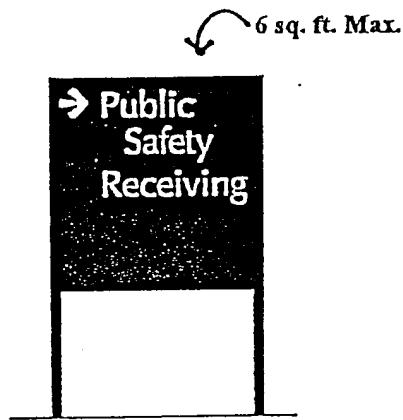


Figure 37

5. **General Requirements**

- ☐ No sign may be placed above the building parapet line or on any roof surface.
- ☐ All conduit, wiring, transformers, raceways and all fastening devices for all portions of signs must be shielded from view.
- ☐ Type sizes should be kept as small as possible while maintaining copy readability from important off-site locations. A standard for 1 inch of capital letter height for every 50 feet of distance should be utilized.

## COMMERCIAL DESIGN GUIDELINES

Commercial development opportunities within the North Richmond Planned District are limited to both sides of a one block long area along Third Street. The emphasis in these guidelines is to design building renovations and new construction in a simple way to increase their visual appearance and provide some visual continuity along the street frontage.

### A. BUILDING RENOVATIONS

1. **Open up previously covered window openings.**
  - ☐ Remove solid materials and restore windows.
  - ☐ Remove signage painted onto windows.
  - ☐ Adding window openings in blank walls over twenty feet in length when interior uses allow is preferred.
2. **Install fabric awnings.**
  - ☐ Remove any metal awnings or canopies.
  - ☐ Use fabric awnings. Awnings with a sloped front face are preferred over curved awning faces (Figure 38).

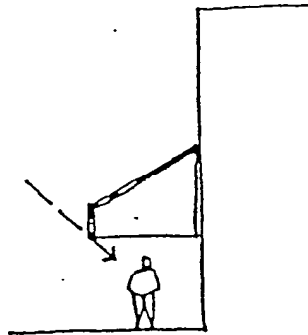


Figure 38

- ☐ Attach awnings to a metal frame structure. Paint frames black.
  - ☐ Limit the front vertical valence face of the awning to a maximum dimension of 12 inches.
  - ☐ Do not use translucent material back-lit awnings.
  - ☐ Do not use metal awnings.
3. **Add landscaping.**
    - ☐ Plant one or more street trees adjacent to the curb line. See Appendix A for recommended tree species.
    - ☐ Provide automatic drip irrigation for planters whenever possible.
    - ☐ Plant and maintain flowering plants around the base of the street tree.
  4. **Improve the facade surface.**
    - ☐ Clean all surfaces.
    - ☐ Repaint the facades and, where applicable, door and window frames.
    - ☐ Paint window sills and architectural detail with a different color than the building base color.
  5. **Replace existing signs.**
    - ☐ Remove signs painted on wall surfaces at the time of building repainting.
    - ☐ Replace with signs consistent with the signage guidelines which follow.

6. Add landscaping to wall areas visible from adjacent street.

- ☐ Place rows of vertical trees along blank walls. Tree species should grow to the height of the adjacent building wall within a ten year time span. Trees should generally be vertical in shape (e.g., poplar trees). Spacing should insure that a majority of the wall surface at eye level will be covered by landscaping (Figure 39).

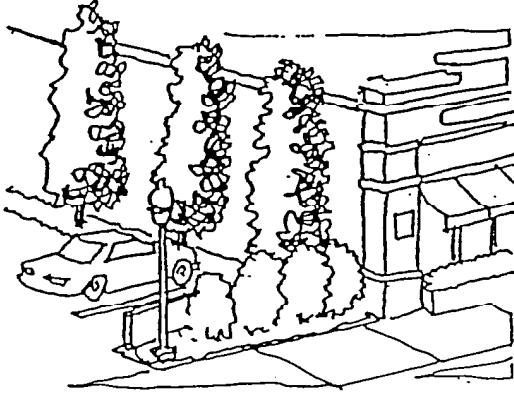


Figure 39

- ☐ Provide automatic drip irrigation whenever possible.
- ☐ Where space for tree planting is not available, add trellises of wood or metal to create a visual texture on the wall surface. Plant with flowering vines (Figure 40).

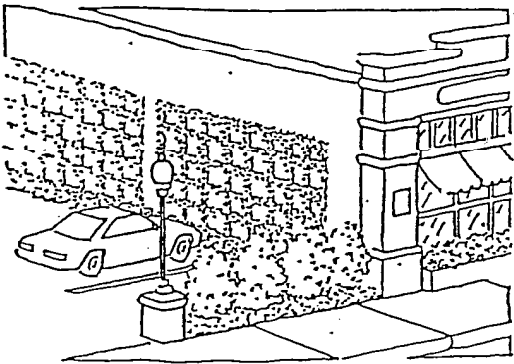


Figure 40

7. Clean up and enhance the surfaces of exposed walls.

- ☐ Remove unused conduit and other attachments to visible walls.
- ☐ Screen functional meter boxes and other attachments to the walls.
- ☐ Repair or replace damaged or deteriorated rain water downspouts.
- ☐ Treat walls to match front facades (paint to match front facade).

8. **Provide quality lighting.**
  - ☐ Remove industrial-looking or high security-looking lighting fixtures.
  - ☐ Add attractive lighting fixtures on front walls and areas adjacent to parking lots or pedestrian areas.
9. **Remove existing signs.**
  - ☐ Remove signs and replace with signs consistent with the guidelines below.
  - ☐ Do not paint signs directly onto the wall surfaces.
10. **Screen trash areas and other outdoor storage or work areas.**
  - ☐ Screen with solid walls to match the appearance of the adjacent walls.
  - ☐ Paint walls to match the building.
  - ☐ Place doors to enclosures away from public view whenever possible.

## B. NEW CONSTRUCTION

1. Pitched roofs building forms are strongly encouraged.
2. **Locate commercial structures at the front property line (Figure 41).**
  - ☐ Recessed entries and small recesses for plane changes in the front facade are allowed and encouraged.
  - ☐ Provide small setbacks (e.g., 2 to 3 feet) at side yard property lines for landscaping.

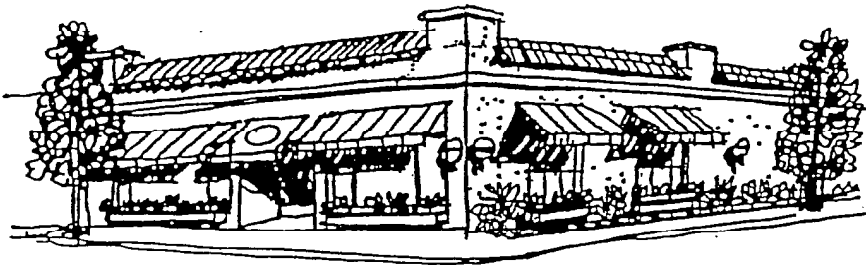


Figure 41

3. **Locate parking to minimize impacts on street frontages and pedestrian movements (Figure 42).**
  - ☐ Do not locate parking between the front property line and the building. Place at the rear or sides of lots whenever possible.
  - ☐ Do not use corner lots for parking.
  - ☐ Provide parking lot access whenever possible from side streets.

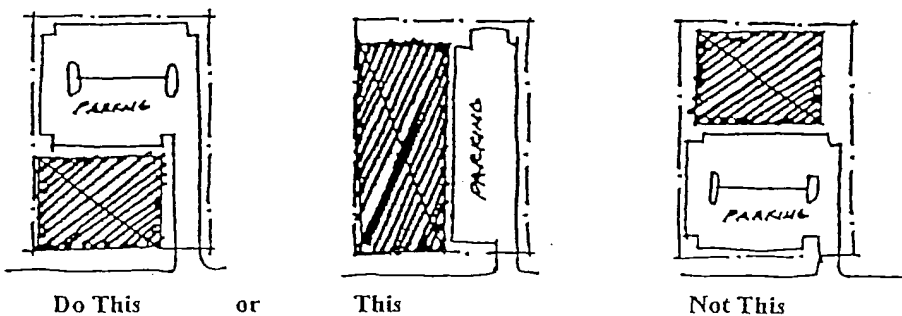
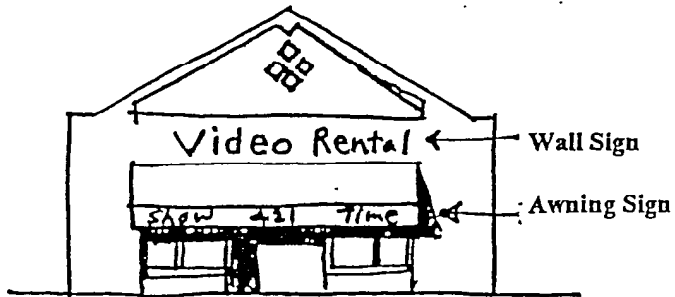


Figure 42

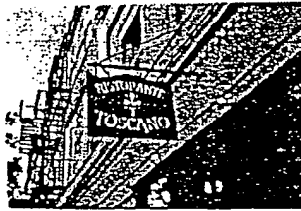
3. **Place service and trash areas away from street frontages and out of public view.**
  - ☐ *Integrate the design of any service areas and trash enclosures into the design of the structure.*
  - ☐ *Match any walls around these areas to the walls of the building.*
4. **Provide display windows wherever possible.**
  - ☐ *Windows and doors should be equal to at least 60% of the ground floor facade area.*
  - ☐ *Subdivided glass areas and small pane windows are encouraged.*
  - ☐ *Provide small pane windows for office and other non-retail uses located along street frontages. Use awnings for sun control. Do not cover windows on the interior with draperies or venetian blinds.*
  - ☐ *Do not use brick below display windows unless the primary material for the building is brick or brick is used as an accent material on the facade.*
5. **Install fabric awnings.**
  - ☐ *Use fabric awnings. Awnings with a sloped front face are preferred over curved awning faces.*
  - ☐ *Attach awnings to a metal frame structure. Paint frames black.*
  - ☐ *Limit the front vertical valence face of the awning to a maximum dimension of 12 inches.*
  - ☐ *Do not use translucent back-lit awnings.*
  - ☐ *Do not use metal awnings.*
6. **Provide landscaping along storefronts.**
  - ☐ *Plant one or more street trees adjacent to the curb line. See Appendix A for species recommendations.*
  - ☐ *Plant and maintain flowering plants around the base of the street tree.*
  - ☐ *Install planter boxes below windows.*
  - ☐ *Provide automatic drip irrigation for planters whenever possible.*
7. **Use quality materials.**
  - ☐ *Use brick or stucco for building facades.*
  - ☐ *Do not use plywood in any form or location.*
  - ☐ *Do not use wood, artificial stone or metal for commercial buildings.*
8. **Provide design treatment for all building facades.**
  - ☐ *Continue front facade materials onto visible side and rear walls.*
  - ☐ *Continue parapet wall treatment, belt courses and other details around to visible side walls.*
  - ☐ *Paint side and rear walls to match street facades.*

9. Install quality signage.

- ☐ Select signage from the following types (Figure 43):
  - ☐ Wall Signs.
  - ☐ Projecting Signs.
  - ☐ Awning Signs.
  - ☐ Window Signs.
  - ☐ Plaque Signs.
- ☐ Avoid treating wall surfaces as giant signs.
- ☐ Do not paint signs directly on wall surfaces.
- ☐ Avoid dark or bright colored wall surfaces as the background for signage.



Projecting Signs



Plaque Sign



Window Signs



Figure 43

**12. Utilize awnings for signage (Figure 46).**

- ☐ *Limit the size of signage on awnings to the following:*
  - ☐ *Maximum height of awning valences (i.e., vertical faces) = 12 inches.*
  - ☐ *Maximum letter height on valences = 8 inches.*
  - ☐ *Maximum letter applied to sloping awning faces = 18 inches.*
- ☐ *Place the business address number on awning valences.*



Figure 46

**13. Design window signs to enhance the character of the business (Figure 47).**

- ☐ *Use special window graphics to express the unique personality of a business. Designs other than lettering must be reviewed and approved prior to installation.*
- ☐ *Limit the type and amount of information placed on business windows:*
  - ☐ *Sign copy should include only the business name, address, hours of business, business tenant logo, generic products and brand names offered by the business.*
  - ☐ *Window sign area should not exceed 25% of any single window area nor 10 % of the aggregate ground floor window area.*
  - ☐ *Sign copy should not exceed 8 inches in height.*
  - ☐ *Sign copy should be applied directly to the window surface.*

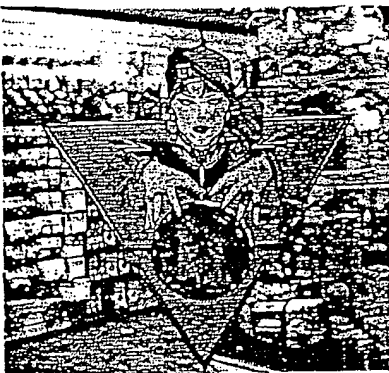


Figure 47



## APPENDIX A

### Suggested Landscape Palette

#### Street Trees

##### *Deciduous Varieties*

###### Botanical Name

1. *Platanus acerifolia* 'Yarwood'
2. *Pyrus calleryana* 'Aristocrat' or 'Chanticleer'
3. *Celtis sinensis*
4. *Pistacia chinensis*
5. *Liquidambar* 'Palo Alto' or 'Festival' \*

###### Common Name

Yarwood Sycamore  
Flowering Pear  
Chinese Hackberry  
Chinese Pistache  
Sweet Gum

\* Don't use these trees in narrow restricted planting areas or lawn areas.

#### Evergreens

###### Botanical Name

1. *Geijera parviflora*
2. *Tristania laurina*
3. *Melaleuca linariifolia*

###### Common Name

Australian Willow  
Swamp Murtie  
Flaxleaf Paperbark

#### Other Trees

###### Botanical Name

1. *Pinus pinea*
2. *Cretagus phacnopyrum*
3. *Ceratonia siliqua*
4. *Cedrus deodora*
5. *Pinus canariensis*
6. *Fraxinus uhdei*

###### Common Name

Italian Stone Pine  
Washington Hawthorn  
Carob  
Deodar Cedar  
Canary Island Pine  
Evergreen Ash

#### Shrubs

##### *Low Growing*

###### Botanical Name

*Raphiolepis* varieties  
*Escallonia* 'Terri' and 'Newport'  
*Ilex vomitoria* 'Nana'  
*Ilex cornuta* 'Rotunda'  
*Nandina domestica* compacta  
*Cistus skanbergii*  
*Cotoneaster* varieties

###### Common Name

Hawthorn  
Dwarf Escallonia  
Dwarf Yaupon  
Dwarf Chinese Holly  
Heavenly Bamboo  
Hybrid Rockrose  
N.C.N.

##### *Medium to Tall Growing*

###### Botanical Name

*Raphiolepis* 'Majestic Beauty'  
*Xylosma congestum*  
*Pittosporum eugenoides*  
*Nerium oleander* varieties  
*Escallonia pradesii*  
*Ceanothus* varieties  
*Arbutus unedo*  
*Photinia fraseri*

###### Common Name

N.C.N.  
Shiny Sylosma  
N.C.N.  
Oleander  
N.C.N.  
California Lilac  
Strwberry Madrone  
N.C.N.

**Vines and Groundcovers***Vines*Botanical Name

Partenocissus tricuspidata  
Ficus repens  
Jasminum polyanthum  
Distictis buccinatoria  
Clytostoma callistegioides  
Bougainvillea species

Common Name

Boston Ivy  
Creeping Fig  
Pink Jasmine  
Trumpet Vine  
Lavender Trumpet Vine  
Bougainvillea

*Ground Covers*Botanical Name

Acacia redolens  
Coprosma kirki  
Gazania varieties  
Myoprum 'Putah Creek #2'  
Hypericum calycinum  
Hedera helix varieties

Common Name

N.C.N.  
Creeping Coprosma  
Gazania  
N.C.N.  
St. John's Wort  
Englisch Ivy

**Annuals and Perennials**Botanical Name

Agapanthus varieties  
Diets bicolor  
Erigeron karvinskianus  
Hemerocallis species  
Limonium perezii  
Calendula officinalis  
Eschscholzia californica  
Tropaeolum majus

Common Name

Lily of the Nile  
Fortnight Lily  
Fleabane  
Daylillies  
Sea Lavendar  
Calendula  
California Poppy  
Nasturtium

This list of plant material was derived from East Bay Municipal Utility District's (EBMUD) 'Water-Conserving Plants & Landscapers for the Bay Area'.

## Appendix B: Development Standards

Development Requirement	Light Industrial	Heavy Industrial	Office/Industrial Flex
Minimum Lot Area	1/2 acre	1 acre	1/2 acre
Minimum Lot Width (feet)	125	100	125
Maximum Building Height <sup>a</sup> (feet)	<sup>b</sup> 35	75	35 <sup>b</sup>
Floor Area Ratio (FAR) <sup>d</sup>	.40	.40	.40
<b>Building Setback (feet)</b>			
Front Yard	15'	15'	0'
Side Yard	10'	0'	0'
Street Side Yard	15'	15'	0'
Rear Yard	0'	0'	0'
Building Setback from Natural Conservation District	20'	N/A	0'
Setback from Parkway	50'	50'	50'
<b>Parking Area Setbacks (feet)</b>			
Front Yard	10'	10'	15'
Side/Rear Yard	5'	5'	5'
Minimum Landscaped Area	10%	10%	15%
Loading	Per code	Per code	Per code
<b>Parking Type of Land Use</b>	<b>Parking Space Requirements</b>		
Light Industrial Assembly and Manufacturing	As per City and County codes as applicable		
Warehouses	As per City and County codes as applicable		
Office Uses	As per City and County codes as applicable		

a Lower height may be required to avoid air, light or visual quality impacts; see Chapter 4, Section E.3a of the Specific Plan.

b Height exception up to 45 feet for structures necessary to the operation of the use.

c Parking requirements are the same as those in the City of Richmond Draft Zoning Ordinance, Section 15.04.830.060.

d With additional study and mitigation for cumulative traffic impacts, the floor area ratio (FAR) may be increased to .65 with the approval of the City or County Planning Commission. Mezzanines shall not be included in the calculation of FAR, provided that the following conditions are met:

- 1) the mezzanine is no larger than 33% of the first floor area; and
- 2) there is minimal traffic generated from the use of the mezzanine (e.g., few employees are stationed within the area).